



Sponsorship Opportunities for 2017 BFF

**Burien Film Festival - June 22 through June 25
Four Days of Events!!**

Burien Film Festival (BFF) is offering sponsorship opportunities for our 2017 season. Choose your level of sponsorship and receive exclusive opportunities for exposure to a dynamic audience through a unique mixture of access, exposure, placement and recognition at this year's event.



BFF was born out of a love for film arts, and an awareness that we need to bring positive attention to Burien. The Burien-centric Short Film Contest highlights Burien neighborhoods and businesses, and supports, through cash prizes, Burien's top filmmakers.

Burien is home to so many gems and sometimes the best parts of Burien don't get enough media attention. We want people to come to Burien, bringing their dollars and sense, to experience what makes Burien awesome (to borrow Discover Burien's mantra).

This year BFF has added two short film contests to our roster for a total of three:

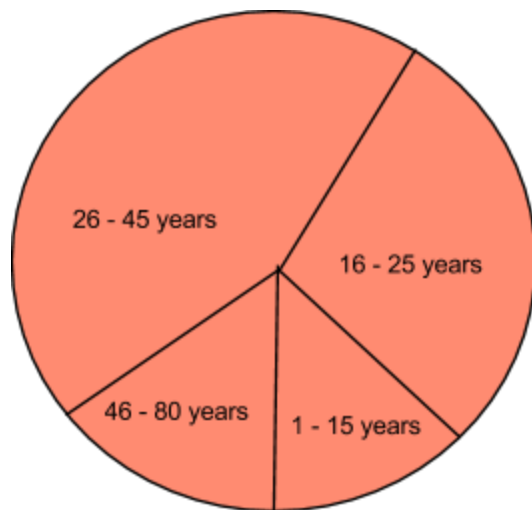
- Burien-centric 5 min Short Film Contest
- Student 10 min Short Film Contest - (we want to encourage and support our students, too)
- Open Short Film Contest - we have attracted over 700 international filmmakers!!

Background Story: BFF was founded in 2015 by Shelli Park and John White after making the circuit of film festivals in support of the 'Maury Island Incident'. Both Park and White support the arts and economic development in Burien and, with their festival experiences, decided Burien needed a film festival. Burien Film Festival brings regional, national, and international attention to Burien through the addition of two contests, Student and Open.

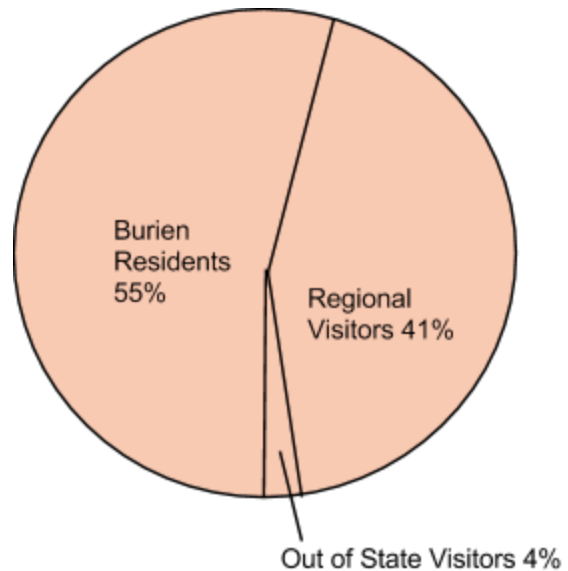
We have had an outpouring of international entries for the Open Film Contest, so we are adding a Film Crawl in Olde Burien on June 24th to expand the opportunities to view the world through short film.

Statistics: In 2016, BFF attracted 2400 people, a 600% increase in audience from 2015. The audience comes from around the region. We project attendance to be close to 3000 with this year's enhanced marketing plan involving multi-tiered community outreach in the Greater Seattle Area and bringing more entertainment options, spreading the event over four days.

2015 Demographics:



Age (staff calculation)



Residency (staff calculation)

Partners:

- **B-Town Blog** - b-townblog.com/
 - Media Coverage and Advertising
- **Tin Theater** - www.tintheater.com/
 - Sponsor
 - Use of Theater
 - In-Kind Donation
 - Advertising/Promotion
- **Olde Burien Merchants Association**

Advertisements Placement:

- B-Town Blog
- The Stranger - 1/4 page ad in Spring and Summer Arts and Performance Magazine, plus strategic weekly ads leading up to event.

- Seattle Weekly
- Highline Times
- Facebook Sponsored Ads
- Online event listing sites with links to the website

Mission: Burien Film Festival was created to celebrate local filmmaking and to bring awareness to Burien businesses and neighborhoods.

Sponsorship Benefits:

(dependent upon your sponsorship level - See Sponsorship Application)

Visibility of your Marks and Logos

- Options for Presenting Sponsor, or Olde Burien Stage and Outdoor Theater naming rights
- Logo Placement on BFF Event Handbills and Collateral Program Material - wide regional distribution of 5,000+ pieces
- Logo Placement on Sponsor Page of BFF websites and Facebook Page
- Logo Placement on Pre-Screening Trailer shown at The Tin Theater and Columbia City Theater (at least 20 film showings)

On-Site Opportunities

- Designated Space at Event for Specific Company Promotions
- Distribution of Products or Promotional Pieces to Event Attendees in Swag Bag - (materials must be delivered by deadline TBD)
- VIP seating and hospitality for Company Representatives

Recognition and Acknowledgement - All levels

- Written recognition on Event Brochure and Website
- Verbal Recognition from Event Stage - Multiple mentions

Advertising

- Opportunity to place 15-second commercial in BFF trailer to run at The Tin Theater and Columbia City Theater
- Opportunity to place an advertisement in BFF brochure which will be distributed to event attendees

**** The Top Four levels of Sponsorship will be invited to a special Evening at Forest Ledge, the home of John White and Shelli Park complete with appetizers and cocktails, and entertainment.****